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CITY OF SEDONA SELECTS NAME FOR SEDONA TRANSIT SYSTEM

“Sedona Road Runner” is the name selected by the City of Sedona’s Transit Project Review Committee after a broad community outreach program for public input.

“By utilizing input on Sedona and transit identity questions, as well as name suggestions, the committee selected one of the most popular names submitted by the community,” said Mike Raber, Senior Planner for the City of Sedona Department of Community Development. “The name not only gives the sense of motion, but identified with the “nature” and “scenic” values that the community wanted to see.”

The City contracted with Mary Schnack Media Services, Inc. to create a new corporate identity and vehicle design for the Sedona Transit System using a public involvement process. A questionnaire asking for naming suggestions, and identity preferences, was circulated for four weeks and culminated with a community meeting last week.

Lisa Hirsch, a teacher at Sedona Red Rock High School, won the dinner for two at the Gallery on Oak Creek at the Amara Resort in Uptown Sedona for being the first person to suggest the selected name.

Schnack’s team is now developing identity concepts suitable for a variety of applications, such as the transit vehicles and signage. Three concepts will be presented to the community in meetings in February for their input.

The meetings will be held Thursday, February 10, from noon-1 p.m., at Keep Sedona Beautiful building; Thursday, February 10, 6:30-7:30 p.m., at the Hampton Inn, and Tuesday, February 15, from 10-11 a.m., at the Adult Community Center.

In late June of 2004, the City of Sedona adopted a transit plan. The first phase of the Sedona Transit service will focus on providing morning and evening commuter service for Cottonwood-based Sedona workers, and establishing a Commercial District Circulator. The high-frequency circulator will operate a free service between the Hillside Galleries on SR 179 and the north end of Uptown Sedona on 89A. Phase Two will provide service between West Sedona and the Village of Oak Creek with 30-minute frequencies.